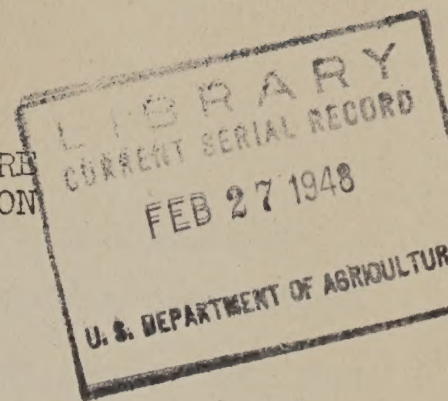


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UNITED STATES DEPARTMENT OF AGRICULTURE
PRODUCTION AND MARKETING ADMINISTRATION
INFORMATION BRANCH
641 WASHINGTON ST., ROOM 956
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A G R I C U L T U R A L M A R K E T I N G

(Script No. 16.....For Use During The Period
January 19---February 1, 1948)

PART I: ----- GRADING AND INSPECTION OF PROCESSED FRUITS AND
VEGETABLES (PP 1-7)

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PART I: ----- GRADING AND INSPECTION OF PROCESSED FRUITS
AND VEGETABLES (7½ minutes)

ANN: The marketing of America's food is of direct concern to everyone -- farmer, distributor, and consumer. Today, Station _____ presents another in a series of broadcasts designed to tell farm and city people more about the latest developments in the field of agricultural marketing... High food prices these days are making consumers increasingly price-conscious and particular about what they buy. Consumers are casting about for ways to make their food dollar go further and farmers are seeking to keep their share of the market by meeting the demands of quality-conscious homemakers. Most of us know that there are such things as Federal grades and standards but we'd like to know more about just where this service fits into the marketing system. So we've asked to our studios today _____ of the Production and Marketing Administration to tell us something about the grading and inspection of one important group of foods -- processed fruits and vegetables... Do you think you can brief us on this subject in the short time at our disposal, _____?

THE UNIVERSITY OF CHICAGO
DIVISION OF THE PHYSICAL SCIENCES
DEPARTMENT OF CHEMISTRY
CHICAGO, ILLINOIS 60637

- PMA: Well, we can certainly hit the high spots, _____.
As you've pointed out already, with tremendous quantities of processed foods packed in containers of every size and description, with an infinite number of different brand names, Federal grades are an important guide to quality for consumers.
- ANN: And for farmers too, who are aiming at the market for quality products.
- PMA: Right. This grading and inspection service is an important one at every stage of the marketing process.
- ANN: That's just what we want to hear about. Can you give us some examples?
- PMA: Let's just suppose, for instance, that a distributor, or a packer, wants to get a bank loan on a large stock of canned goods in a warehouse. The banker, of course, needs to know something about the quality of the goods he is accepting as collateral for that loan. In that case, a Federal inspection certificate can serve as documentary evidence of the quality and condition of this stock. In other cases these certificates can serve as proof of quality and condition of ^a lot of canned goods which a businessman or a large institution is buying. And of course the armed forces and other Federal agencies use this service extensively.

ANN: _____, I think that before we get too deeply into this subject you ought to tell us something more about just what these inspection certificates and grades are.

PMA: OK. Suppose a person has a financial interest in a certain lot of canned goods -- or maybe it's a lot of dehydrated or frozen fruits and vegetables. He wants to know just how good the food which is hidden in the sealed container is. He goes to a Government inspector and asks him to examine samples from this lot.

ANN: If the inspector is asked to grade the sample does he use Federal grades?

PMA: Usually, although he can also make determinations of quality on the basis of State or local standards, if that's what's wanted. If Federal standards are used the inspector rates the samples on various points and uses the total score to decide what Federal grade the food fits into.

ANN: Like a baseball game. What points are listed on the score card?

PMA: Well, the inspector may look for color, shape, size, quality of workmanship, flavor, and certain other elements of taste. Then he looks at the alphabet and comes up with an A, B, or C grade.

ANN: But apparently it's not quite as simple as the ABC's we learned in school. What do these letter grades stand for exactly? I assume that A is top-quality.

PMA: That's right. Of course, even within Grade A some products may have a higher score than others. If you prefer to use quality names that are current in the trade you'll find that Grade A is just about the same as Fancy. These are first-rate foods and are best suited for special dishes, fancy desserts, or for when you want to impress your rich uncle from Kalamazoo.

ANN: Grade B, then would be the same as "Choice".

PMA: Yes, in the case of fruits. In vegetables it's the same as the Extra Standard grade. These aren't quite as select on one or more counts as the Grade A items, but they are entirely satisfactory for most menus. Grade C, or Standard grade -- is good, wholesome food and makes up a large percentage of all processed foods sold. Blemishes may be more obvious on these foods, or perhaps they aren't so tender or as ripe as Grade A or B, but they are very well suited for uses where appearance isn't of primary concern.

ANN: Is there any nutritional difference between the different grades?

PMA: That depends on the product -- but in many cases there isn't much difference. That's because modern processing methods are so rapid and so well controlled that there isn't much chance for nutritional loss.

ANN: What about those processed foods that grade less than C?

PMA: Some of these eventually reach the consumer. But if their quality is so low that it doesn't meet the minimum requirements under the Federal Food, Drug, and Cosmetic Act, then special labeling is necessary.

ANN: However, there is no law requiring labeling of higher grade products.

PMA: No, Federal grading and inspection are on an entirely voluntary basis. The Department of Agriculture has pointed out that a clear and informative labeling would benefit everyone concerned, but such labeling is not required.

ANN: Well, when you see on a label the term "Grade A" or any of the other quality terms that we've talked about, does that mean that the product has been graded by a Federal inspector.

PMA: Not necessarily, _____. Anyone who packs or distributes processed foods can use these quality terms. But if they are used they must actually meet the standards for these grades set by the Department of Agriculture. Otherwise, the packer and distributor will be subject to the penalties under the Food and Drug laws.

ANN: Are there Federal grade standards for every processed fruit and vegetable, _____?

PMA: Not quite, _____. Standards have been set up by the Department for about 85 different commodities. And over one of them has been developed in cooperation with all groups concerned -- growers, processors, financing agencies, distributors, and consumers.

ANN: There's one thing that has me puzzled a bit.

PMA: What's that?

ANN: Well sometimes you'll see a can on the shelf at the grocery store that carries a Grade A -- or B or C -- label. Other times you'll see one that says "U. S." Grade A, B, or C -- or the equivalent term "U. S." Fancy, and so on. Is there any difference between these two types of labels, _____?

PMA: Yes there is, _____, a very important difference. As I said just a moment ago, any packer or distributor may label his product Grade A or B if he knows that they meet the Federal standards for these grades. But no container may carry a label that reads "U S." Grade A or "U. S." Grade Fancy or any of the others unless that food has been processed under the continuous inspection of the United States Department of Agriculture.

ANN: I've seen that continuous inspection label on a great many canned foods and I've wondered just what it stands for. Is that a new service?

PMA: Yes, it is comparatively new...it was started in 1939. Since then the service has been increasing steadily.

ANN: I would assume from the words "continuous inspection" that in plants which have this service there is a Federal inspector stationed permanently.

PMA: That's right. The processor who meets certain requirement contracts for this service and pays all the costs. The Federal inspector observes and tests the product from its raw state right through the time it is packed.

ANN: So if you see the term U. S. Grade A or any of the other U. S. grades on a container of processed fruits or vegetables you know that that product has been under continuous inspection.

PMA: Exactly. Of course the packer isn't required to use the U. S. Grade. Sometimes you'll find the words "Packed Under the Continuous Inspection of the U. S. Department of Agriculture" inside a shield on the label without seeing the U. S. grade along with it.

ANN: Well, that seems to give us a pretty good idea of how Federal grading and inspection of processed fruits and vegetables operates -- and shows us how important this service can be to the consumer, farmer, and everyone else in the marketing chain...

(USE FOLLOWING CLOSE IF PART I IS USED AS A SEPARATE SCRIPT.)

ANN: ...But our time seems to be just about up.

Thanks for being with us again today for

another in our series of broadcasts on agricultural marketing. Ladies and gentlemen, our guest on this public service program of Station _____ was _____, of the Production and Marketing Administration.

(MORE)

A G R I C U L T U R A L M A R K E T I N G

(Script No. 16.....For Use During The Period
January 19---February 1, 1948)

PART II: ----- GRADING AND INSPECTION OF MEAT (7½ minutes)

(USE FOLLOWING INTRODUCTION IF PART II IS USED AS A
SEPARATE SCRIPT.)

ANN: The marketing of America's food is of direct
 concern to everyone -- farmer, distributor,
 and consumer. Today, Station _____
 presents another in a series of broadcasts
 designed to tell farm and city people more
 about the latest developments in the field
 of agricultural marketing... In times like
 these, when consumers are wrestling with
 strained food budgets, the guides to quality
 are
 which/furnished on many foods by the Federal
 inspection and grading service become
 increasingly important. So we've asked to
 our studios today _____, of the
 Production and Marketing Administration, to
 tell us something about one phase of this
 important subject...

ANN: ... The present price of meat is one of the biggest factors in today's high cost of living, _____, and I think that all our listeners would like to know more about Federal meat inspection and meat grading and how they help both farmers and consumers.

PMA: Fine, _____. Let's talk about inspection first, because I think that I can cover that in a very few minutes. And then I'd like to spend a little more time explaining meat grading.

ANN: Sounds like a good idea to me. I guess all of us have noticed that most of the meat we buy is stamped with a purple circle, containing the words, "U. S. Inspected and Passed."

PMA: Yes, and most of us now take meat inspection pretty much for granted. The inspection of meat has been required by Federal law ever since 1906. It serves as a guarantee to every purchaser that when the meat left the packing plant it was wholesome and fit to eat.

ANN: The Federal law only applies to meat which crosses state lines, doesn't it?

PMA: Yes, but most of the meat sold in this country does cross state lines. And of course, much of the meat that is slaughtered and sold locally must be approved by State or city inspection services.

ANN: Just how does Federal inspection work? Is it the live animal that is examined or just the finished product?

PMA: Both. The inspection starts with a health check of the live animal and continues through every stage of the slaughtering process. A trained inspector examines the carcass after slaughtering and checks through every stage of handling in the plant. If he detects an abnormal or diseased condition at any point in the slaughtering or packing process, that meat is immediately isolated and, if necessary, it is condemned.

ANN: And I suppose that this inspection extends right through the preparation of sausage and canned meats too.

PMA: That's right, _____. All meat which is sold in interstate commerce -- regardless of its form -- must meet Federal standards of wholesomeness. That not only safeguards public health, but it serves as an incentive to farmers to see that only healthy animals are sent to market. I'd like to point out here that the work is done by the Bureau of Animal Industry, of the U. S. Department of Agriculture.

ANN: Now where does Federal meat grading fit into the picture, _____?

PMA: Well that's a much more recent development. Grade standards for meat were first set up on a tentative basis in 1916 at the request of meat producers. And, by the way, livestock and meat grading is administered by the Livestock Branch of the Production and Marketing Administration.

ANN: You say that the grades were first set up at the request of producers?

PMA: Yes. When cattle trading and meat packing became a big national business around the turn of the century, ranchers and traders began to see the need for descriptions of quality that would mean the same thing to a livestock producer in Texas, and a packer in Chicago, and a butcher in New York. They also needed up-to-the-minute information about the volume of trading and prices at various centers. So in 1916 the Department of Agriculture set up some tentative grades for beef in connection with trading reports. That, by the way, was the beginning of market news reporting.

ANN: And I suppose it wasn't long before there was a call for grades on other types of meat.

PMA: That's right. Tentative standards were set up shortly afterwards for lamb, mutton, and veal. After some revision all of these were finally published officially in 1926 and came into regular commercial use as we now know them a year later.

- ANN: How about pork? Aren't there any grades set up for pork?
- PMA: Not at present, _____, mainly because price differences on pork are made largely on a weight basis.
- ANN: Meat grading isn't compulsory, the way inspection is, is it?
- PMA: No, it isn't, _____. Except during the war years meat grading has been entirely optional, and the cost of the service is paid by the slaughterer or packer. During the war the OPA required that all meat be graded. That was so it could set fair price ceilings on the various classes.
- ANN: Well, suppose we take a look at some of these grades and what they mean.
- PMA: Good idea. We can use the grades for beef as an example. At the top we find "U. S. Prime."
- ANN: Who finds "U. S. Prime?" I don't see very much around where I shop.
- PMA: That's because there isn't very much on the retail market. Prime grade beef is the highest quality available and not very much of it is produced -- particularly these days when farmers are cutting down on grain feeding in line with the feed conservation drive. It's used mostly by expensive restaurants and hotels, and while it's very tender and tasty, there's too much fat in prime beef for it to be an economical buy for the average consumer.

ANN: Well, what's the next grade?

PMA: Next we come to "U. S. Choice." That's about the highest grade that's generally available on retail markets -- and even this is becoming more limited because of the scarcity of grain. Choice beef comes from steers and heifers that have been fed intensively on concentrated feed. That means that these cuts are liberally marbled with fat and require quite a bit of trimming.

ANN: I believe that the next grade is "Good".

PMA: Right. Beef grading "Good" also comes from animals that have been fed concentrated feed intensively, though not for as long a time as "Choice" beef. It has sufficient fat to satisfy most consumers, at lower prices than top grades. After that comes "Commercial grade beef, which is not as well suited to roasts and steaks as the higher grades, but which is fine for pot roasting and stewing. This kind of meat comes from steers and heifers that have been mostly grass or hay-fed and have had only a short period of concentrated feeding. The lowest beef grade that is usually sold on retail markets is "Utility" This comes mostly from older cows and entirely grass-fed steers. Beyond that is the "U. S. Canner and Cutter" Grade, which, as you can guess from the name, goes mostly into processed meat products. You generally don't find any beef of this quality on the retail market.

ANN: Well a lot of packers and consumers must have begun to realize the benefits of voluntary meat grading, because these days you see a lot more meat on the market with the long, ribbon-like, purple grade stamp than you did before the war.

PMA: That's true. The biggest percentage of all meat sold today is still ungraded, but there's about 50 percent more meat marketed under Federal grades now than there was before the war. Actually Federal beef grading benefits everyone in the marketing chain -- from the producer to the consumer.

ANN: I can see where beef grading can be of great advantage to the consumer. If she buys according to the Federal Grade stamp she can be pretty sure that she's getting just what she pays for and that she's getting the kind of meat that's best suited to the purpose for which she wants it.

PMA: And the same thing holds true for large institutions which want to keep a constant quality control on the meat they serve. Wholesalers and slaughterers find that it benefits them also by giving them uniform standards with which to conduct their business.

ANN: Then the benefits must eventually get back to the producer too for much the same reason.

PMA: That's right, _____. Farmers get the advantage of savings from increased marketing efficiency. And don't forget that marketing on the basis of grade protects farmers' returns by assuring them a price in line with their feeding expense and other costs of production.

ANN: How about the food values in meat? Is there any difference between the various grades?

PMA: Well, lean meat is lean meat regardless of how much fat surrounds it. As a matter of fact the leaner, lower-grade meat is often healthier for many people. The grading is done entirely on the basis of these qualities which make the meat more appetizing. And that's an important point for people to realize now that meat animals are coming to market with less grain-feeding than usual.

ANN: Actually, then, by looking for more of the "good" and "commercial" grade meats, consumers will not only be helping out their own budgets but will be helping farmers cut down on the feeding of scarce grain.

PMA: Exactly. As far as price is concerned -- well, just look at it this way. Low grades take more cooking time. High grades take more money. With meat prices as high as they are today I don't think it is very hard for most consumers to decide which they have the most of.

ANN: Well, thank you very much for filling us in on some of the details about the grading and inspection service of the Department of Agriculture, _____. Friends, you've been listening to an interview with _____, of the Production and Marketing Administration. This has been a public service broadcast on agricultural marketing, brought to you by Station _____, with the cooperation of the United States Department of Agriculture.

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